

EXHIBIT 153

Competitor Analysis Class of 2012

Presentation to
Academic Planning Committee
January 14, 2009

Non-Matriculants

- 54% chose to enroll at:
 - Harvard, Princeton, Yale, Stanford, or Brown
- 73% chose to enroll at:
 - All Ivy, Stanford, MIT, or Duke
- Very consistent set of schools at which the majority of our non-matriculants enroll

Win/Loss data on Ivy cross-admits

Class of 2012

Harvard	Princeton	Yale
156	136	79
win	win	win
loss	loss	loss
1	3	2
155	133	77

Stanford	MIT
72	42
win	win
loss	loss
2	1
70	41

Brown	Columbia	Penn
79	34	63
win	win	win
loss	loss	loss
33	8	18
46	26	45

Cornell
89
win
loss
70
19

Data collected at annual spring Ivy Deans' meeting, as reported by each individual school. Students confirm enrollment decision by May 1st and are asked to specify the school they will attend. Can break this into three types of institutions – 1) HYP and Stanford/MIT – will never be competitive in cross-admits (for variety of reasons); 2) Brown/Columbia/Penn – closest competitors in Ivy+, although we historically don't take more than we lose against these three schools; 3) Cornell – only Ivy+ where we take more than lose